



news release

For immediate release

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THE NEW CHILDREN'S MUSEUM EXHIBITION PROMISES TO BE A FEAST FOR THE SENSES Grand Opening Events Planned For October 10-13, 2013

March 14, 2013 — San Diego - In October 2013, The New Children's Museum (NCM) in downtown San Diego will present its next major exhibition, ***FEAST! The Art of Playing with Your Food***. The latest in a series of Museum-wide thematic exhibitions designed to help our visitors think, play and create, *FEAST!* will explore the subject of food through playful, multi-sensory and immersive experiences.

Through *FEAST!* the Museum will use site-specific art installations to engage children and families around many timely topics, including health, agriculture, family heritage, community and the environment . The exhibition and related programs will provide children and adults opportunities to discuss food, its role in their lives and how it affects their health. The exhibition will use contemporary art as the vehicle for presenting these ideas, and will incorporate science, technology, music and design in novel and engaging ways. To complement the artworks and offer opportunities for self-expression, creativity and learning, NCM will provide a wide range of hands-on art-making studios, educational programs, workshops and celebratory events, designed to provide an ever-changing menu of enrichment opportunities.

FEAST! launch activities will feature a VIP Preview Dinner on **October 10** followed by the 6th Annual NCM Benefit on **October 12**, co-chaired by Yolanda S. Walther-Meade and Michelle Alexander. *FEAST!* opens to the public on Target Free Second Sunday, **October 13, with free admission from 12:00pm – 4:00pm**. The yearlong exhibition will continue through October 2014.

“Through this new exhibition, we will continue to inspire creativity, imagination and critical thinking in children and families through contemporary art,” explained Executive Director Julianne Markow. “The Museum’s education team is working with each artist to ensure that children of all ages are not only able to engage in open-ended play with and on the works of art, but also that they will find myriad ways to learn from the artwork and develop new skills.”

FEAST! will feature new art installations created by eleven important local, regional and national artists who will use food as a springboard for new ideas and means of expression. Each piece will provide opportunities to experience food in ways that engage imagination and stimulate curiosity.

The exhibition, curated by NCM's Lauren Lockhart, will feature artists who use food as subject and material, building upon the tradition of food as an important source of artistic inspiration. Exhibition artists will use every available medium from video and sound to painting and sculpture. Now through **April 13**, NCM visitors can check in at the "**Test Kitchen**" to get a sneak peek of some of the artwork that artists are developing for the exhibition.

Each artist in *FEAST!* is committed to creating work that examines our relationship with food and eating in unexpected ways. Families will be encouraged to think more deeply about what they eat, where their food comes from, the life cycle of their food and how food and farming contribute to the health of the earth.

Opening simultaneously with *FEAST!* will be a new library at NCM, designed by third year architecture students from the Woodbury School of Architecture. Led by Woodbury faculty members Miki Iwasaki and Stan Bertheaud, the students will conceive of and construct an innovative space that encourages reading and quiet play, and responds to NCM's unique, Rob Quigley designed architecture.

FEATURED ARTISTS

**FriendsWithYou, Los Angeles, <http://friendswithyou.com/>
Project: *Enchanted Fruits* (Tentative title)**

FriendsWithYou was formed in 2002 in Miami by Samuel Borkson and Arturo Sandoval III, and they have recently moved their studio to Downtown Los Angeles. Their work includes painting, sculpture, large-scale immersive installations, public playgrounds, published works and live performances. They have exhibited at the High Line, NYC, Art Basel Miami, the Walker Art Center in Minneapolis, the Tuen Mun Town Plaza in Hong Kong and Haus der Kulturen der Welt Museum in Berlin.

Enchanted Fruits will feature an inflatable landscape for visitors to explore. This space will encourage highly physical play, and will celebrate the joy of food and eating with colorful, imaginary food-themed characters. Their use of oversized food imagery responds to the tradition of artists like Claes Oldenburg, who believed in transforming a viewer's experience of a familiar object or by playing with size and scale.

**Ross Karre, New York City, <http://rosskarre.com/>
Project: *Sound Kitchen***

Karre received a B.M. from the Oberlin Conservatory at Oberlin, Ohio and D.M.A and M.F.A from the University of California San Diego. His projection and video art has been presented in the BBC Scotland (Glasgow Concert Halls), Miller Theatre in New York, The National Gallery of Art in Washington, DC and the Park Avenue Armory in New York. He performs regularly with Third Coast Percussion in Chicago, *red fish blue fish* in San Diego

and The National Gallery of Art New Music Ensemble in DC, and was recently appointed as percussionist for the International Contemporary Ensemble with ongoing residencies around the world.

Karre's *Sound Kitchen* is a hybrid kitchen/recording studio in which children of all ages can compose a song using innovative instruments designed from common kitchen wares and appliances. Karre will encourage families to work collaboratively to create original compositions that they can mix, record and email to themselves when complete.

**Marisol Rendon, San Diego, <http://www.marisolrendon.com/>
Project: *Wobbleland***

Rendon received her MFA from Claremont Graduate University and is currently Assistant Professor of Art at Southwestern College, Chula Vista. She is a recipient of the Residency Program for Artists Fellowship from Skowhegan School of Painting and Sculpture. Her exhibition history includes solo shows at the Museum of Art of Pereira in Colombia, California Center for Arts in Escondido, CA and Caldas Museum of Art in Colombia and group exhibitions at the Museum of Contemporary Art in San Diego, the Market Gallery in Los Angeles, Noel-Baza Fine Art Gallery in San Diego and Track 16 Gallery in Santa Monica.

Developed especially for NCM's youngest visitors, Rendon's *Wobbleland* addresses the developmental needs of toddlers through an immersive experience set inside the kitchen sink. Rendon will construct an oversized faucet and sink, filled with massive scraps of food, each designed to facilitate a toddler-appropriate hands-on activity. Children and families will rock on a cantaloupe see-saw, climb beneath celery arches, and push a kiwi stroller through the space.

**Phil Ross, San Francisco, <http://philross.org/>
Project: *Mol_d***

San Franciscan Phil Ross received his MFA from Stanford University (2000) and BFA in Sculpture from the San Francisco Art Institute (1991). He has received a MacDowell Colony Fellow, ArtCouncil Grant and Eureka Fellowship. Ross has been an Artist in Residence at the University of Western Australia, The Exploratorium and The Headlands Center for the Arts. He has exhibited at the Los Angeles County Museum of Art (LACMA), the Moscow Biennale of Contemporary Art in Russia, Museum of Craft And Folk Art in San Francisco, Newcomb Art Gallery in New Orleans, Yerba Buena Center for the Arts in San Francisco and The Exploratorium in San Francisco. He currently works as an Assistant Professor in the Department of Art and Architecture at the University of San Francisco.

Mol_d will let visitors build structures with a very unconventional material—mushrooms. Featuring over 1000 custom fabricated building blocks made entirely from fungus, and using the technique of cultivating reishi mushrooms and forming them into molds that Ross has perfected over nearly 10 years of research and experimentation, the artist will fabricate blocks especially for NCM's visitors that can be endlessly reconfigured using their interlocking design. The installation space will also feature furniture made from

mycelium, demonstrating the strength of this remarkable materials that is nontoxic, fireproof and mold-and-water-resistant.

**Tattfoo Tan, Staten Island, NY, <http://www.tattfoo.com/>
Projects: *5PM* and *Nature Matching System***

Tan, who was born in Malaysia, was awarded the Annual Award for Excellence in Design for a public design commission in the city of New York in 2010. He has had solo exhibitions at Redux Contemporary Art Center in Charleston, Peng Gallery in Philadelphia and Lower East Side Tenement Museum in New York. He has also been featured in group shows at Parsons The New School For Design in New York, The City of New York Department of Cultural Affairs Percent for the Arts, Jamaica Center for Arts and Learning in Queens, NY and Artisphere in Arlington, VA.

Tattfoo Tan will realize two distinct projects for NCM, *5PM* and *Nature Matching System*. *5PM* will feature a chicken coop which will house 5 chickens, installed on NCM's outdoor terraces. Tattfoo refers to his chickens at his home in Staten Island as 5PM, or "five poop machines," for their daily contributions to his compost heap. NCM staff will be trained by Tattfoo to maintain and care for the chickens, and lead workshops that offer instruction for visitors about how to develop their own backyard coop. In conjunction with the outdoor garden and compost heap, *5PM* will illustrate the food cycle in a highly tangible way for visitors.

Through his *NMS-Nature Matching System*, Tan will realize a large scale mural composed of uniform squares of 88 pantone colors, each matched to the color of a particular fruit or vegetable from the garden. The message behind NMS is to "Remember to take your daily dose of color." NMS has been realized in a variety of formats, from placemats, murals and custom designed fruit stickers identifying the shades Tattfoo has collected, to workshops using the related fruits and vegetables in creative recipes.

**Jason Torchinsky, Los Angeles, <http://www.jasontorchinsky.com/>
Project: *Food Truckin'***

Torchinsky is an artist, writer and designer who works in a wide variety of media including illustration, game design, sculpture and installation. He has developed multiple projects in collaboration with Machine Project who created *Cash Machine* for NCM's TRASH exhibition. Torchinsky is a regular contributor to the weblog Jalopnik.

In *Food Truckin'*, children will assemble, pack and ship food products using customizable vehicles in order to learn about food production and distribution.

**WORKac (Architecture firm, Principals: Dan Wood, Amale Andraos), New York City, <http://work.ac/>
Project: *Urban Aqualoop***

WORKac was founded in 2002 by Dan Wood, AIA, LEED and Amale Andraos born in Beirut, Lebanon in 2002. In 2010, WORKac was the recipient of a New York Design Commission award and nominated for the Chernikhov Prize. In 2009, WORKac was

honored at the White House as Finalist for a National Design Award and in 2008, the firm was selected for the Architectural League's Emerging Voices series and identified by Icon Magazine as one of the 25 most-influential new architecture firms in the world. Projects include the first Edible Schoolyard in New York City with chef Alice Waters, headquarters and retail complex for Diane Von Furstenberg, the master plan for the Brooklyn Academy of Music Cultural District, museum extension for Blaffer Art Museum in Houston, temporary urban farm installation at MOMA's PS1 Contemporary Art Center and transformable art interiors at New York City's Children's Museum of the Arts.

Urban Aqualoop will be an engaging and beautiful interactive installation integrating natural cycles with real food production infrastructure in an innovative form that invites exploration. The soaring, curving structure will be a creative illustration a sustainable, closed-loop food production system; a functional, aquaponic fish and vegetable farm. Additionally, *Urban Aqualoop* will offer unexpected vantage points for viewing plant and fish life, as well as spaces to play, touch and relax within the installation. Daily feeding and harvesting in *Urban Aqualoop* will be a participatory experience for visitors.

A calendar and complete list of exhibition artists will be available by **June 1, 2013**. *FEAST!* information can be found at [What's Cooking](#).

ABOUT THE NEW CHILDREN'S MUSEUM

The New Children's Museum is a new model of children's museum whose mission is to stimulate imagination, creativity and critical thinking in children and families through inventive and engaging experiences with contemporary art. NCM brings families together in a rich educational environment that fosters creativity — blending elements of children's museums and art museums.

A non-profit institution funded by admissions, memberships and community support, the Museum stimulates imagination, inquisitiveness and innovative thinking by exhibiting participatory works of art by contemporary artists and providing a venue for art making and play. Serving all ages, from toddler to teen, NCM inspires new ways to see the world through the language of art. Learn more at www.thinkplaycreate.org.